

## ORDER



**Orders**  
**Order / Rev:** 718410  
**Alt Order #:** 06353250  
**Product Desc:** PAULSEN FOR CONGRESS  
**Estimate:** PAULSEN FOR CONGRESS  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement LLC  
**Buying Contact:**  
**Billing Contact:**  
 3946 North Hampton Drive  
 Powell, OH 432065

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** PAULSEN/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	62	\$53,200.00	\$45,220.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	62	\$53,200.00	\$45,220.00	0.00
<b>Totals</b>	<b>62</b>	<b>\$53,200.00</b>	<b>\$45,220.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/01/12	11/05/12	NBC Nightly News NBC Nightly News	CM	530-6P	1--1--1	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/12	11/07/12	1--1--1			3		\$2,250.00		0.00				
E 2	KARE	10/31/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	11111--			5		\$250.00		0.00				
E 3	KARE	10/31/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	11111--			5		\$850.00		0.00				
E 4	KARE	10/31/12	11/06/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	11111--			5		\$800.00		0.00				
E 5	KARE	10/31/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	11111--			5		\$175.00		0.00				
E 6	KARE	10/31/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 718410  
 Alt Order #: 06353250  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: PAULSEN/R/CON/MN  
 Product Desc: PAULSEN FOR CONGRESS  
 Estimate: PAULSEN FOR CONGRESS  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	10/31/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	11111--		5			\$125.00			0.00			
E 7	KARE	10/31/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	1-111--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$250.00			0.00			
E 8	KARE	10/31/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	1-111--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$600.00			0.00			
E 9	KARE	10/31/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	1-111--	:30	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$1,450.00			0.00			
E 10	KARE	10/31/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	1-111--	:30	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$1,450.00			0.00			
E 11	KARE	10/31/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	1-111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$1,200.00			0.00			
E 12	KARE	10/31/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1-111--	:30	4	\$2,475.00	P-2	0.00	NM	4	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--		4			\$2,475.00			0.00			
E 13	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2			\$200.00			0.00			
E 14	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$500.00			0.00			
E 15	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$500.00			0.00			
E 16	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$700.00			0.00			
E 17	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$450.00			0.00			
E 18	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$2,000.00			0.00			
E 19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2			\$250.00			0.00			
E 20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	1		\$700.00		0.00					
												Totals	62	\$53,200.00